

January - February 2011

SCMA Newsletter

Southern Circulation Managers' Association // // // // // scmaonline.net



2011 SCMA Annual Summit

April 17-19, 2011 // Mobile, Alabama

THE RIVERVIEW
A Renaissance Hotel

Mobile - Dauphin Street - Downtown

In This Issue

Message From The President	2
NAA/ABC Update	3
The New LinkedIn Group.....	4
Legally Speaking	5
Excellent Retention Marketing is Critical	6
In Memorium.....	7
Members in the News.....	7
SCMA Advertisers.....	8

The New SCMA LinkedIn Group



Read More
Pg 4

Excellent Retention Marketing is Critical



Read More
Pg 6

Message from the President



JIM BOYD
SCMA President

You'd think that the age-old, taste great/less filling-type debate would have ended about the time we first found ourselves whirling around in this media market vortex.

But it didn't.

Given the vast change that's occurred in the way we think, act, sell and deliver, it's surprising that this old notion keeps getting kicked around. And perhaps it's being kicked around now more than ever.

So, what's the debate about? The one that's been going on for years? It's this: do you want money or volume? Do you want to raise rates to grow circulation revenue, or do you want to slow net paid erosion, in part, by offering attractive price points to selected non-subscriber segments in your market?

If you've been doing circulation work for some time, you know the popular response in by-gone days from publishers: Both. Whether achievable or otherwise, any self-respecting publisher worth his or her salt always wanted both. And there were times they got what they wanted.

But now, and you've seen it yourself, there are some newspapers raising rates to what would have been unthinkable levels not so long ago. Others, on the contrary, will sell a Sunday subscription for a few beads and trinkets - for a whole year.

In truth, I have no idea what's best. I have my own thoughts, and I've been asked to share them at our upcoming SCMA get-together in Mobile in April. Far more importantly, though, folks with much more insight, and even courage, regarding this subject will be there to talk about what's worked for them. For sure, I want to hear about it. And I want to hear about solutions to a host of other present-day circulation conundrums that our program chair, Troy Niday, has worked so diligently to provide.

If your circumstance is anything like mine, and you need to find out if you reach the promised land quicker through rate or through volume, come to Mobile. I promise it'll be worth your while.

**Do you want to raise rates to grow revenue
or do you want to slow net paid erosion?
Both? Find solutions by attending the SCMA
meeting April 17-19, 2011.**



2010-2011 SCMA Officers

Dean Blanchard Chairman of the Board
Jim BoydPresident
Troy Niday First Vice President
OpenSecond Vice President
Pete Pfluger Third Vice President
Debra CascianoSecretary
Glen Tabor Treasurer
Dale LongDirector at Large

State Directors

Wayne Carrier Alabama (2011)
John Chapman Alabama (2012)
Bernie KosankeFlorida (2011)
John Shaw Florida (2012)
Frank Lane Georgia (2011)
Samuil Nikolov Georgia (2012)
Jackie Fontenot Louisiana (2011)
Stan Braud Louisiana (2012)
Open Mississippi (2011)
Open Mississippi (2012)
Don E. Lovelace Tennessee (2011)
Phil HensleyTennessee (2012)

NAA/ABC Chairperson

Aaron Armond

Carrier/DM of the Year Chairperson

Barry Percy

Webmaster

Jeff Hartley

Addresses

Secretary Debra Casciano
401 N. Water St. • Mobile, AL 36602
Treasurer Glen Talbot
PO Box 1163 • Kingsport, TN 37662

SCMA Vendor Liaison

Richard Kitzmann
RAK Systems, Inc.
550 Plantation Rd. • Theodore, AL 35682
251.653.4080
info@raksystems.com

SCMA Newsletter

Southern Circulation
Managers' Association
Mail all correspondence to:
DEBRA CASCIANO
SCMA Secretary
401 N. Water St. • Mobile, AL 36602
Phone (251) 219-5372
Fax (251) 219-5398
dcasciano@press-register.com

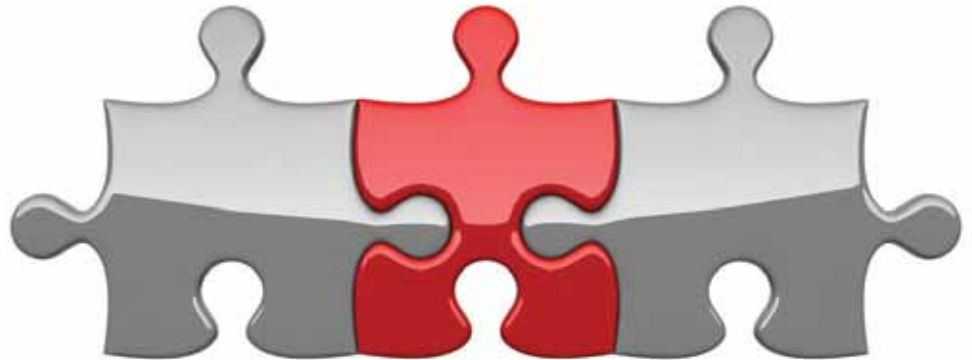
ABC & NAA Updates



AARON ARMOND
ABC/NAA Chairperson

As Circulators, we have traditionally only concerned ourselves with print subscribers. As we move into an age where economics, technology, and lifestyle are starting to wither away the traditional newspaper subscriber, we are forced to adapt. We need to embrace these changes by integrating multiple digital delivery vehicles, websites, and social media into our business plans. One way that ABC is helping us incorporate all of this information is through Consolidated Media Reports.

A Consolidated Media Report gives you a way to tell advertisers the complete reach of your newspaper's brand. Newspapers are now able to encompass a multitude of informational sources such as website traffic, email



newsletter distribution, Facebook fans, etc. with your paid and free print components. Since ABC audits all of the data included in the CMR, you and the advertiser can feel confident knowing these are trusted figures.

These reports can be customized and are flexible. You must be an owned/operated ABC member to participate.

Since the inception of their program in 2009, there are currently 19 newspapers across the U.S. that have issued 41 CMRs...including the AJC. For more information about this report please visit the ABC website at http://www.accessabc.com/services/n_cmr.htm

Till next time...

The New SCMA LinkedIn Group



BERNIE KOSANKE
SCMA State Director LinkedIn Host

Many newspapers increased circulation revenue in 2010 and are being asked to do the same in 2011. Before you think about another subscription price increase, are you charging an incremental fee for your expanded Thanksgiving Day newspaper? Are you charging for your TV book? If not, the additional fees you can reasonable collect from these initiatives may get you to your goal. But before you commit, visit the SCMA LinkedIn group – exclusive to paid SCMA members – and see what your fellow circulators are sharing.

Here are some comments posted on the SCMA LinkedIn site regarding the TV book:

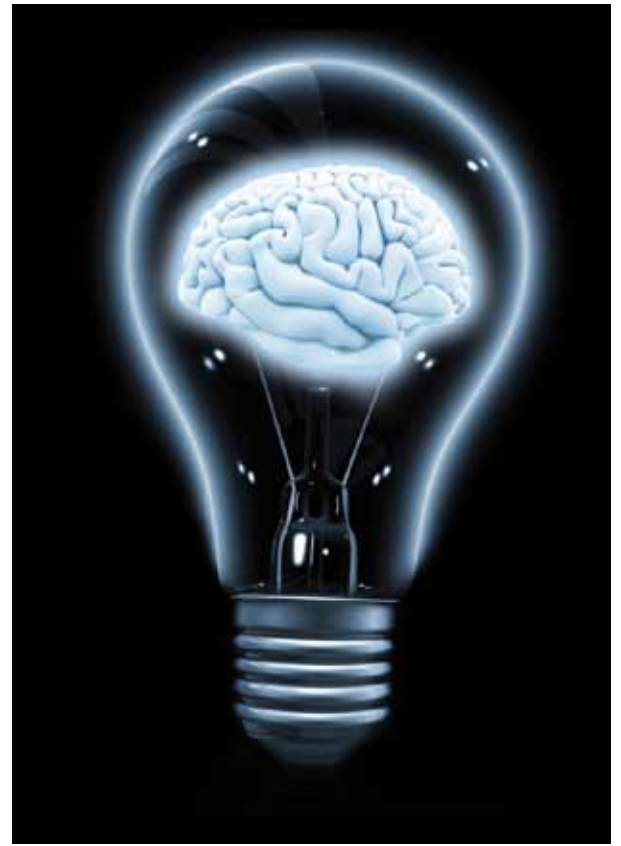
“...we decided to charge 50¢. Subscribers had to opt-in or they would stop receiving the TV book. We gave plenty of notice ahead of time... to limit calls to our call center.”

“We killed ours (TV book) a few years ago and with roughly a 2% loss in circulation.”

“...there’s now a company that produces a TV book at a lower cost. ...we could have used it with no loss in revenue or circulation.”

Interested in hearing more about TV book or other circulation initiatives? Just renew your 2011 SCMA membership. Then, visit linkedin.com, create a profile, and add the SCMA group. Find us on LinkedIn by entering Southern Circulation Managers Association in the site search box and change the search from people to groups. Take advantage of the collective intelligence of our SCMA network. Join the SCMA LinkedIn Group!

For questions regarding the SCMA LinkedIn group or LinkedIn, just email me at bkosanke@miamiherald.com.



The new SCMA LinkedIn Group - your daily source for ideas.

As was reported in the last Legally Speaking column, the National Labor Relations Board (NLRB) made a lot of news recently through a new complaint it issued involving Facebook. This column provides an update on the status of that case.

As we informed readers in the last column, the NLRB issued a complaint (like a civil indictment) alleging a Connecticut employer violated the National Labor Relations Act (NLRA) when it fired one of its employees allegedly because she violated the company's social networking policy. The employee publicly ridiculed her supervisor in Facebook posts. These Facebook posts, including obscenities and name-calling, accused the company of having psychiatric patients working as supervisors. Several of the employee's coworkers allegedly read her Facebook posts and responded with their own negative comments about the supervisor and the company.

The NLRB, in its complaint, alleged that the employees' Internet discussions were "protected concerted activity," like employees discussing working conditions around the company water cooler, for which they could not be discharged or disciplined. The NLRB further alleged the employer's Internet policy was unlawful, where it prohibited employees from making disparaging remarks about the

company or supervisors online. The complaint also alleged that the company had illegally denied the employee union representation during an investigatory interview shortly before the employee posted the negative comments on her Facebook page. The case was scheduled to go to a hearing before an Administrative Law Judge (ALJ). However, on February 7, 2011, before a trial commenced, the NLRB announced a settlement had been reached in the case and had been approved by a Regional Director for the NLRB.

Under the terms of the settlement, the company agreed to revise its allegedly overly-broad rules to ensure that they do not improperly restrict employees from discussing their wages, hours and working conditions with co-workers and others while not at work. As part of the settlement, the company also agreed that it would not discipline or discharge employees for engaging in such discussions. The employer also promised that employee requests for union representation would not be denied in the future and that employees would not be threatened with discipline for requesting union representation.

As to the employee's individual discharge claim, the NLRB stated that, "[t]he allegations involving the employee's discharge were resolved through a separate, private agree-

Legally Speaking



MARK HUNT
Offices of King & Ballow

ment between the employee and the company." Based on this statement, it is safe to assume that the employee received backpay from the company to settle her discharge claim and she likely waived any right to be reinstated.

Even though this case was settled and no decision was issued, employers should still have their Internet and social networking policies reviewed by an employment attorney. Employers should also consult with an employment attorney before taking disciplinary action against an employee due to a violation of the company's Internet and social networking policies.

Mark Hunt and Bruce Buchanan are attorneys with the law firm of King & Ballow in Nashville, Tennessee, which serves as General Counsel to SCMA. Mark can be reached at (615) 726 5497 or mhunt@kingballow.com. Bruce can be reached at (615) 726-5484 or bbuchanan@kingballow.com. The foregoing column is descriptive in nature and is not intended to provide legal advice as to particular situations.



Excellent Retention Marketing is Critical.



STEVE LEARN

LMCIS Owner & Newspaper Consultant

Great ideas to grow and retain your circulation.

The need for excellent retention marketing is critical in today's newspaper climate! I feel very strongly that every newspaper, regardless of size or frequency, should make retention marketing a key element of their total program to increase home delivery circulation. Having a retention specialist (even if just a part-time employee) or a retention team—people whose sole job is to help you keep what you have, vs. trying to get more—is so very important to grow or maintain circulation.

Picture circulation potential as a bucket. When the bucket is full, you have achieved 100% penetration of your market. We all know that will never happen, but it should be the goal at every newspaper. For most newspapers, that bucket is just about half full. Some a bit more than that, for others a little less.

We must keep pouring more and more orders into the top of the bucket, but if the level of the contents of the bucket does not get higher, or at least not appreciably higher, what is the problem? It's simple, there's a big hole in the bottom of the bucket and business is pouring out through it almost as fast as you pour business into the top. Sort of like trying to fill your bathtub without putting the stopper in place!

I call it simple math... If you have 10 people stop their paper today, how many will you need to have an increase of one? Eleven, right? Are you with me so far? If you can reduce your stops by just three, down to seven and still sell eleven, I see an increase of four.

So, one major component to real growth would logically be, then, to try to plug that hole in the bottom of the bucket, or at least try to make it smaller. So how do we accomplish that?

Here are several ways newspapers can improve their retention marketing.

- Verify all starts and restarts. Check within the first 24 hours of the start date. Your retention person should call the subscriber to make sure delivery has started and that service is okay. The goal should be to reach 90% or more by phone. Call three or four times, if necessary, over two or three days, to get this accomplished. Failure to start, if undetected, will quickly move those new customers toward that hole in the bottom of the bucket!

- Building a relationship with the new subscriber by sending them a letter, signed by someone important such as the Publisher, Editor or Circulation Director. Welcome the new customers as a subscriber and make a commitment to serving them. Include a promise of a money back guarantee. This tells the new customer that you are serious about providing great service.

- Service checks. Have your retention person call subscribers who have complained more than once, or who called in a serious complaint, to make sure that the problem has been taken care of satisfactorily. If the problem is not corrected, make sure the person calling has the ability to resolve the problem quickly and efficiently when necessary.

- Call all permanent stops. Have someone who is specially trained in stop reselling to immediately call permanent stops to ascertain the true reason(s) for the stop and to try to resell them. Many "stops" are really "poor service stops" that have been disguised as something else when the subscriber called in (like "no time to read"). Never let a subscriber go through that hole in the bucket without first trying to rescue them!

- Call all indefinite temporary stops. These are the folks who say "stop my paper for vacation, and I'll call when I get back." Many never do call back! The retention person should start calling these people four weeks after the stops, if they have not called back to restart.

- A few weeks after the stop, send a "we miss you" letter, and follow it up with another phone call from the retention person. If that call fails, send a direct mail to those who are still stopped, perhaps at quarterly intervals over the next year. Just remember, NEVER EVER give up!

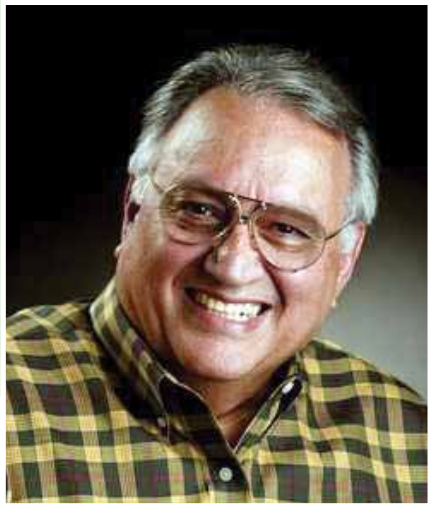
- Call carrier-collect non-pay stops. If you still have carrier-collect customers, do not allow a customer to be stopped by the carrier for non-payment until your retention person has called the subscriber to try to flush out the money. This will work about 50% of the time. Often it is because the carrier made no effort beyond just a note or bill envelope. Send a runner out to pick up the customer's payment, having arranged this during the phone call. Then, credit the payment to the carrier, less a predetermined percentage which would be a collection fee. This idea alone will put a major patch on that hole in the bucket of many newspapers!

- Make your renewal bill marketing-oriented. Make sure the process sells the renewal, not just tries to collect money. Send a marketing-oriented renewal piece in an envelope, with a return envelope enclosed, instead of just mailing them a post card. Enclose sales/upgrade promotion pieces in the mailing, etc. Send the material far enough ahead of expiration so that the subscriber has time to reply before expiration date. And, have a 15 to 30 day grace period after expiration during which you keep trying to secure the renewal.

- Do grace period telephone calling. Stop sending bills once the subscription has expired. Have the retention person call. The first call should be two or three days after expiration, just as a friendly reminder. Try for a credit card number. Then, if necessary, call again two or three days before the end of grace, to sell the renewal and try to flush out the payment. Even offer to have the payment picked up, if that's what it takes to secure the renewal!

- Use "auto pay!" Automatic monthly direct debiting or credit card charging. Sell it enthusiastically to your subscribers. Auto pay customers are like the Energizer Bunny—they just keep going, and going, and going!

Now that you've plugged up that hole in the bucket, you can watch your circulation and penetration really start to grow!



SAM DIAZ

In Memory of Sam Diaz

Sam Diaz, 67, of Lakeland, died unexpectedly Friday, January 28. He was circulation director of the newspaper for 25 years before he retired in 2008. He joined ICMA in 1982 and attended the ICMA conferences in Chicago, Dallas and San Francisco. He was a member of the Southern Circulation Managers Association. Friends and relatives found him aboard his 35-foot boat which was permanently docked in Madeira Beach, FL, and on which he spent much of his time. He and his son, Jonathan, had dinner together on the evening before, and “he

seemed fine.” A heart attack is suspected as cause of death. He is survived by his wife, Sherry Brugger, of St. Petersburg, FL, and his son Jonathan of Lakeland. He began his newspaper career in 1969 in the circulation department of the St. Petersburg (FL) Times. No funeral arrangements were mentioned in the obituary.

Information received by Joe Forsee of RICMA obituary published in the Lakeland (FL) Ledger on 2/1/11

Congratulations Jeff Hartley

Jeffrey L. Hartley, the director of circulation at The Augusta Chronicle, has been promoted to vice president of circulation for Morris Publishing Group.

Hartley will work with and support circulation marketing and operations at the 13 Morris daily newspapers -- including The Chronicle -- in nine states, including Georgia, Florida, Texas and Alaska.

“Jeff Hartley is highly respected by his employees and peers at The Chronicle and his peers across the newspaper industry,” said William S. Morris IV, the president and

CEO of Morris Publishing Group. “He has done an excellent job leading the circulation operations at The Chronicle over the last eight years and is highly deserving of this promotion.”

Hartley, 50, started his newspaper career at the Pensacola News Journal in 1979 and has held management positions at the Pensacola News Journal, Gainesville Times, Jackson Sun, Tallahassee Democrat and Greenville News.

He has been the director of circulation at The Chronicle since 2003.



JEFF HARTLEY
VP of Circulation
Morris Publishing Group



EQUIPMENT

Dynaric, Inc.
Strapping & Strap Systems
Phone: 1-800-526-0827
Fax: 201-692-7757

TELEMARKETING & KIOSK

Circulation Development, Inc
Newspaper telemarketing specialists
Phone: 1-800-247-2338
increase@circulation.net
Web: www.circulation.net

Cir Tech Inc.
Newspaper industry leader for over 20 years
Phone: 1-866-490-3979
Web: www.cirtech.biz
Email: Bob.landis@cirtech.us

Media Circulation's Unlimited
Professional Kiosk sales and crewing
Get results immediately
Call for proposal
409-779-1189
Email: kmurray@mcumarketing.com

Metro News Service, Inc.
Nationwide telemarketing Since 1975
Horace Southward/Eric Southward
Phone: 1-800-950-8475
Web: www.metro-news.com

TeleReach, Inc.
Circulation marketing & kiosk sales
Phone: 1-800-494-2680
Web: www.telereachinc.com

INSURANCE

Wilson Gregory Agency
2309 Market Street
PO Box 8
Camp Hill, PA 17001-0008
Phone: 717-730-9777
Fax: 717-730-9328

PROMOTIONS

LEARNing More
CIRCULATION IDEA SERVICE
"Helping Circulation Professionals"
526 Alabama Street
Killen, Alabama 35645
256-757-6849
Web: www.circulationidea.com
Email: circulationidea@yahoo.com

Charlie Hencye and IPC
The "Industry Leader" in
PROMOTING YOUR COMPANY!
Subscriber Premiums, Promotions
Umbrella's, Giveaway Items
Single Copy Items, Rack Cards
Wire Racks, Decals, and More
NEW WEB SITE, www.ipcpoly.com
Call Charlie Hencye "NOW"
941/484-3622

GOALGetters, Inc.
BOOST circulation!
RETAIN subscribers!
INCREASE REVENUE!
Reader Reward Loyalty Programs
Phone: 708-579-9800
Web: www.circup.com

Premiums, Promotions & Imports, Inc.
(formerly Hot Off The Press Promotions)
952 Big Tree Road
South Daytona, FL 32119
(386) 238-8700 Ext. 1-3222
Email: joel@ourppi.com
Web: www.ourppi.com

McKee & Associates
Your new mover experts!
(#1 New Customer Acquisition service in the industry)
Let us introduce you to your NEW subscribers!
Phone: 501-623-8833
brandi.davis@mckeeandassociates.net
www.newmoverexperts.com

CIRCULATION SUPPLIES

Alliance Rubber Company
210 Carpenter Dam Road
Hot Springs, AR 71903
Phone: 1-800-626-5940
Fax: 888-415-3162

Continental Products
Newspaper bags, Eco-Cycle Bags, Motor Route Tubes, Accessories
2000 West Boulevard
Mexico, MO 65265
Phone: 1-800-325-0216
Web: www.continentalproducts.com

G.P. Plastics Corp.
Highest quality poly bags
Dallas, TX & Miami, FL
Phone: 1-800-527-9459

Hamilton Circulation Supplies Co.
Your headquarters for...
everything to distribute and
market your newspaper!
522 Gould St.
PO Box 398

Beecher, IL 60401
Phone: 1-800-398-2427
Fax: 708-946-37733
Web: www.hamiltoncirculation.com

PLASTIC BAGS

IPC Poly Bags
Clear, Colors, Printed
IPC offers "Superior Service and Quality Products"
407 Jeanette Court
Nokomis, FL 34275
Call, CHARLIE HENCYE
941/484-3622
www.ipcpoly.com

Jim Kiernan
Better bag, cheaper, faster!
Samples & quotes
Phone: 1-800-940-5060
Fax: 954-545-0800
Email: jimkiernan@USA.net

Schermerhorn Bros. Co.
"Printed Brand Bags are our Specialty"
1-800-264-7226
www.schermerhornbrosco.com

TUBES

G & V Campbell, Inc.
The source for all your circulation needs!
154 Whitney St.
Eatonton, GA 31024
Phone: 706-484-1872
Fax: 706-484-4768
Email: gvcampbellinc@aol.com

Steel City Corp.
From the basics to the innovative
190 N. Meridian Rd.
Youngstown, OH 44509
Phone: 1-800-321-0350
Fax: 330-797-2947
Web: www.scity.com

RACKS & VENDORS

Bellatrix Systems
IMPACT Newsrack
1015 S.W. Emkay Drive
Bend, OR 97702
Phone: 1-800-451-9753
Web: www.bellatrix.com

Mobile Merchandisers
Single Copy Displays - Metal & Wood
2611 Henson Road / PO Box 1223
Mount Vernon, VA 98273
Direct: 800-452-9809
Web: www.mobmerch.com
Email: sales@mobmerch.com
REP: G&V Campbell, Inc
706-484-1872
gvcampbellinc@aol.com

RAK Systems, Inc.

5500 Plantation Road
Theodore, AL
Phone: 1-800-467-1725
Fax: 251-653-1014
Email: info@raksystems.com
Web: www.raksystems.com

Steel City Corp.
From the basics to the innovative
190 N. Meridian Rd.
Youngstown, OH. 44509
Phone: 1-800-321-0350
Fax: 330-797-2947
Web: www.scity.com

RACK REFINISHING

Rack Impressions
2575 Highway 31 North
Deatsville, AL 36022
Phone: 334-361-6467
Fax: 334-361-6462
E-mail: rackimpr@bellsouth.net

RAK Systems, Inc.
5500 Plantation Road
Theodore, AL
Phone: 1-800-467-1725
Fax: 251-653-1014
Email: info@raksystems.com
Web: www.raksystems.com

SOFTWARE & OTHER SERVICES

RouteSmart Technologies, Inc.
The world's most intelligent routing system.
8850 Stanford Boulevard
Suite 2600
Columbia, MD 21045-5804
Phone: 1-800-977-7284
Fax: 410-290-0334
Web: www.routesmart.com

DISTRIBUTION CONSULTANT

Roggen Management Consultants, Inc.
• Distribution/zoning strategies
• Contractor fee formulas
• Delivery cost reduction
• Scheduling on-time delivery
Call Mark Roggen at 1-800-676-4436

Eco-Cycle
recyclable,
environmentally
responsible
newspaper bags.



Encourage your subscribers to recycle their bags instead of throwing them away.



1-800-325-0216
www.continentalproducts.com



Rak Systems
incorporated
Newspaper Racks & Circulation Supplies

"Building your readership one rack at a time"

5500 Plantation Rd.
Theodore, AL 36582
(800) 467-1725
Fax: (251) 653-1014
info@raksystems.com
www.raksystems.com

Why Don't You Advertise in The SCMA Newsletter?
Call 423.392.1333
(to place your ad)